

ABSTRACT

The loading hook for commercial goods including an attachment piece attached to the goods exhibition implement and a support rod and/or a hook rod which are attached to the attachment piece, includes a buffer member which includes an attachment part which 5 is attached detachably to the support rod; and a buffer body which is provided an end part of the attachment part, having a buffer part so that a tip part of the hook rod is covered. Therefore, it can be efficiently prevented to injure the purchase visitors and visitors when they hit the tip part of the hook rod with shopping, walking and the like and their eyes and faces when they bring their eyes and faces close to the hook rod, and goods can be easily 10 taken in and out in the state of preventing an injury etc.